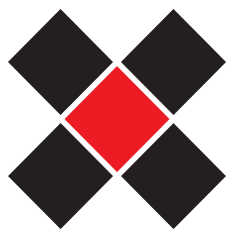


Case Study Round-Up

**Nina Baltierra, MPH
and Marielle Matthews, MPH**



**COUNTER
TOOLS**
ADVANCING PLACE-BASED
PUBLIC HEALTH

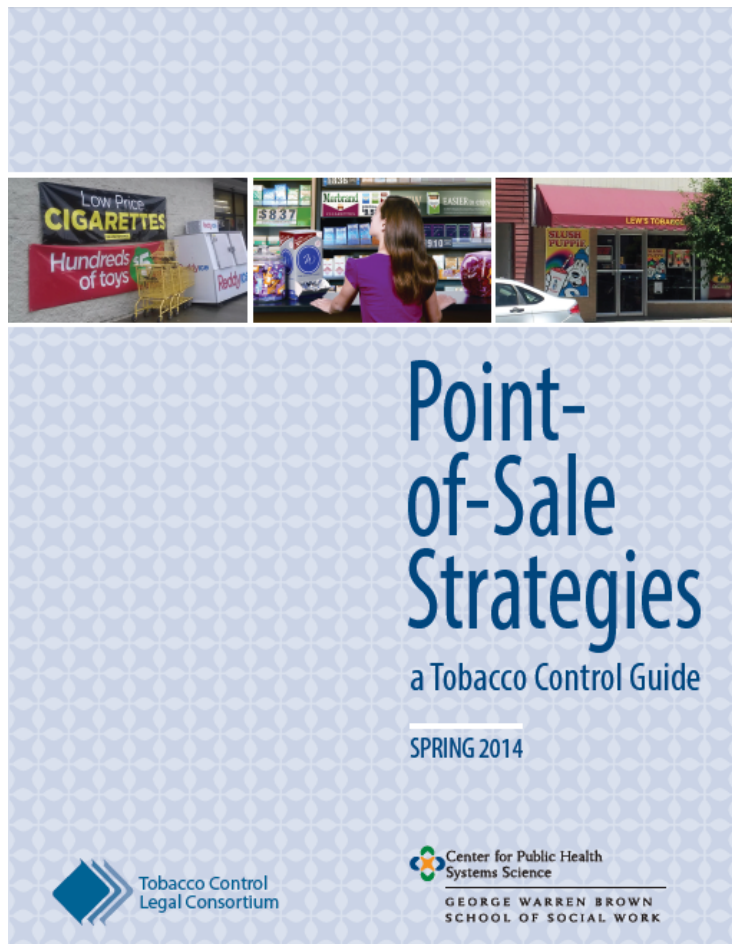


December 2015

Overview

- Discussed detailed policy strategies that other states and communities have used
- Check in time/ Q & A
- Evaluation reminder

Policy Option Domains*



1. Reducing number, location, density, and types of tobacco retail outlets
2. Increasing the cost of tobacco products through **non-tax approaches**
3. Implementing **prevention and cessation messaging**
4. Restricting point-of-sale **advertising**
5. Restricting **product placement**
6. Other (flavor, minimum package size)

*See menu of >25 policies in the POS Strategies Guide

Menu of Change: Small Group Discussion

1. REDUCING (OR RESTRICTING) THE NUMBER, LOCATION, DENSITY & TYPES OF TOBACCO RETAIL OUTLETS

- a. Establishing a licensing system with fees or increasing licensing fees
- b. Reducing the number of tobacco retail outlets
- c. Restricting the location of tobacco retail outlets
- d. Requiring a minimum distance between tobacco retail outlets
- e. Prohibiting the sale of tobacco products at certain types of establishments
- f. Limiting the number of hours/days when tobacco products can be sold

2. INCREASING THE COST OF TOBACCO PRODUCTS THROUGH NON-TAX APPROACHES

- a. Establishing minimum price laws
- b. Prohibiting price discounting
- c. Restricting sale based on pack size for non-cigarette tobacco products
- d. Implementing mitigation fees
- e. Implementing sunshine or disclosure laws

3. IMPLEMENTING PREVENTION AND CESSATION MESSAGING

- a. Requiring the posting of quitline information in retail stores
- b. Requiring the posting of health warnings at hookah lounges
- c. Requiring the posting of graphic health messages at the point of sale

4. RESTRICTING POINT-OF-SALE ADVERTISING

- a. Implementing content-neutral advertising laws
- b. Limiting the placement of tobacco retail advertising outside certain store locations
- c. Limiting the times when tobacco retail advertising is allowed
- d. Limiting the placement of tobacco retail advertising inside stores
- e. Limiting the manner of tobacco retail advertising

5. RESTRICTING PRODUCT PLACEMENT

- a. Prohibiting self-service access to non-cigarette tobacco products
- b. Limiting the times when tobacco products are displayed
- c. Restricting the number of products that can be displayed
- d. Prohibiting product displays

6. OTHER POINT-OF-SALE STRATEGIES

- a. Prohibiting the sale of flavored non-cigarette tobacco products
- b. Raising the minimum legal sale age (MLSA) to buy tobacco products
- c. Requiring that tobacco retail clerks meet the minimum legal sale age (MLSA)
- d. Implementing stricter laws on the sale and use of commercial roll-your-own (RYO) tobacco
- e. Including a “shame law” in the tobacco retailer licensing ordinance
- f. Implementing a licensing incentive program
- g. Regulating the sale of e-cigarette and other nicotine-delivery systems

Case Study Round-Up

1. Retailer density
 2. Sales bans in pharmacies
 3. Tobacco 21
 4. Coupon redemption bans
 5. Content-neutral advertising restrictions
 6. Flavor bans
 7. Combinations
- 
- A map of the Western United States, showing the states of Washington, Oregon, Idaho, Nevada, California, Utah, Arizona, and Alaska. The states are color-coded: Washington (yellow), Oregon (orange), Idaho (blue), Nevada (teal), California (yellow), Utah (orange), Arizona (blue), and Alaska (teal). The map is positioned on the right side of the slide, partially overlapping the list of policy areas.



Retailer Density

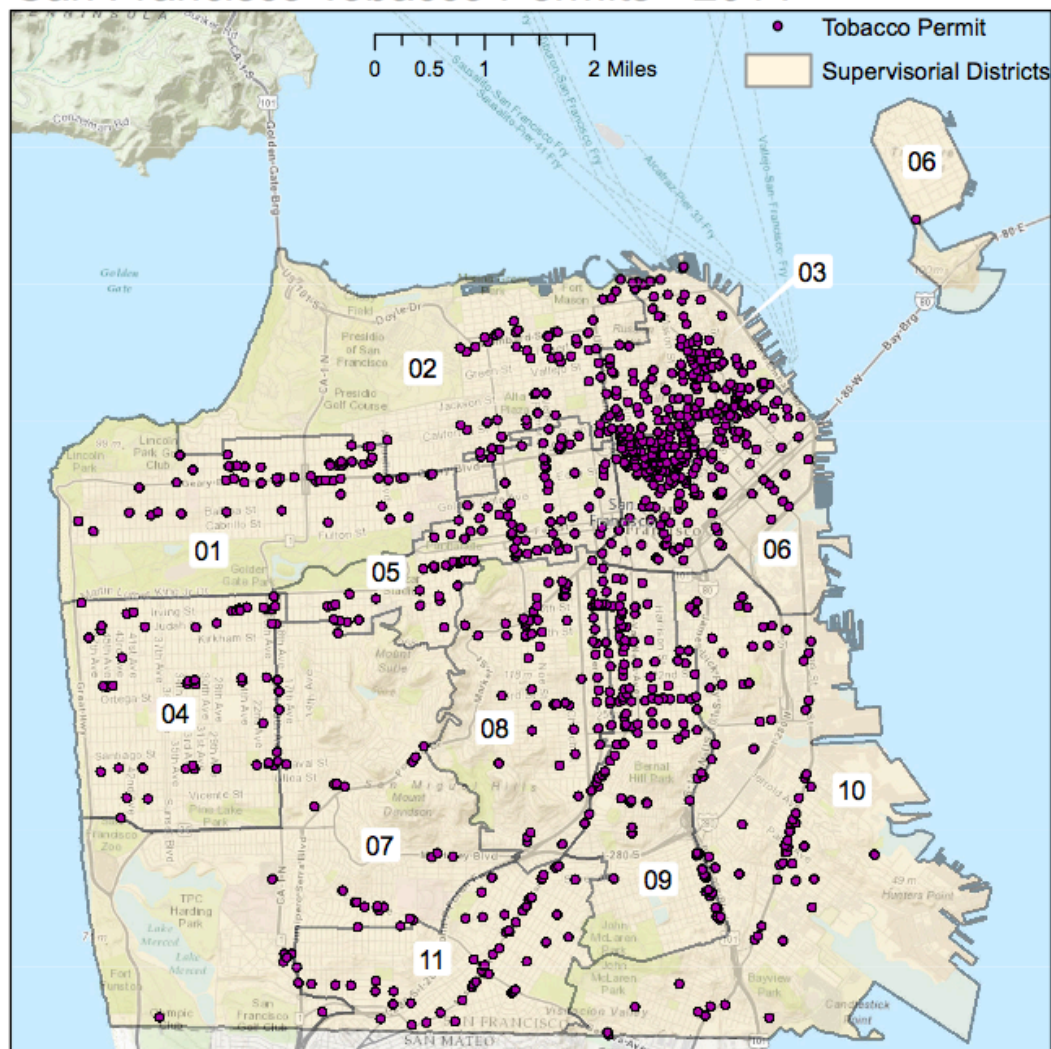
San Francisco, CA: Tobacco Sales Reduction Act

- Cap of 45 tobacco sales permits in each district
- Youth Leadership Institute
- Tobacco Use Reduction Force
- Arab-American Grocers Association

Other examples:

- Huntington Park, CA
- Amherst, MA

San Francisco Tobacco Permits - 2014



Sales Bans in Pharmacies

San Francisco, CA

- Includes big box retailers and grocery stores

Boston, MA

- Includes pharmacies, drug stores, health care facilities, and educational facilities

Other examples:

- Rock County, MN
- Various, MA
- CVS

No doctor
would ever
prescribe
tobacco...
so why do
pharmacies
sell it?

52% of all pharmacies in New York State
still sell tobacco products.

It's time to end this practice.
Lend your support at BreatheFreely.org



nycsmokefree.org

Tobacco 21

Hawaii

- Effective January 2016
- IOM report
- Youth testimony

Other examples:

109 municipalities outside of HI in:

- California
- Illinois
- Kansas
- Massachusetts
- Missouri
- New Jersey
- New York
- Ohio

tobacco21.org



Coupon Redemption Bans

Providence, RI

- Ban on accepting coupons that make tobacco products cost less than listed retail price
- Meaningful penalties
- Won in 2nd Circuit Court of Appeals

Other examples:

- Boston and others, MA
- New York City



Content-Neutral Advertising Restrictions

- Durham, NC
- La Mesa, CA



- Henderson, NV
- Long Beach, NY
- Grand Ave (St. Paul, MN)

Flavor Bans*

***excludes menthol, mint, wintergreen**

Minneapolis

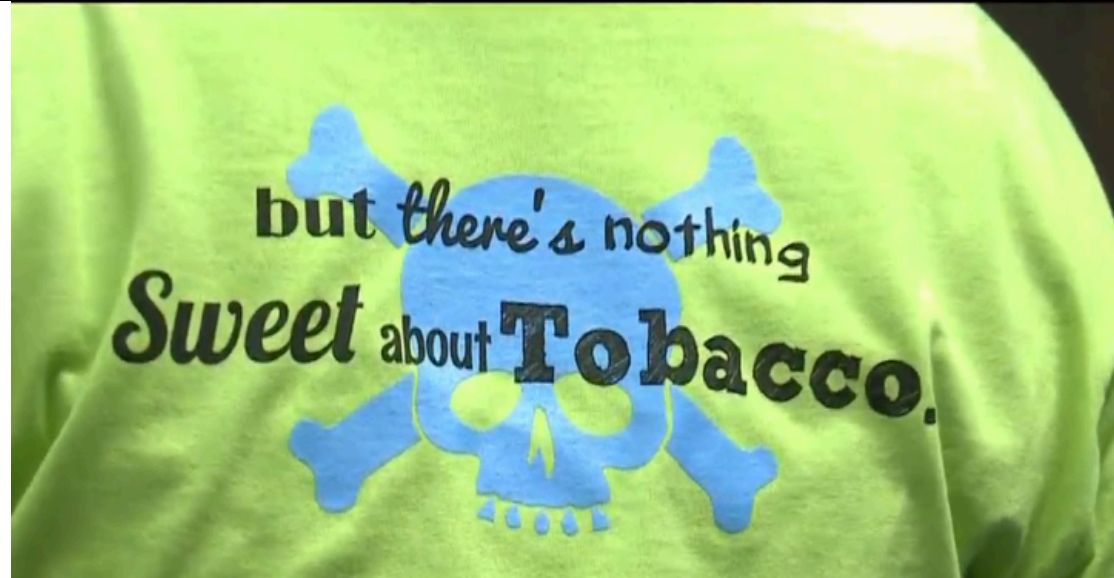
- Effective January 2016
- Affects c-stores
- Minneapolis Youth Congress

New York City

- “Tobacco bar” exception
- Appeal: regulates sales, not manufacturing

Other examples:

- Providence, RI
- Santa Clara, CA



Combinations

Flavor Ban + School Buffer Zone

- Chicago, IL



Flavor Ban + Minimum Price

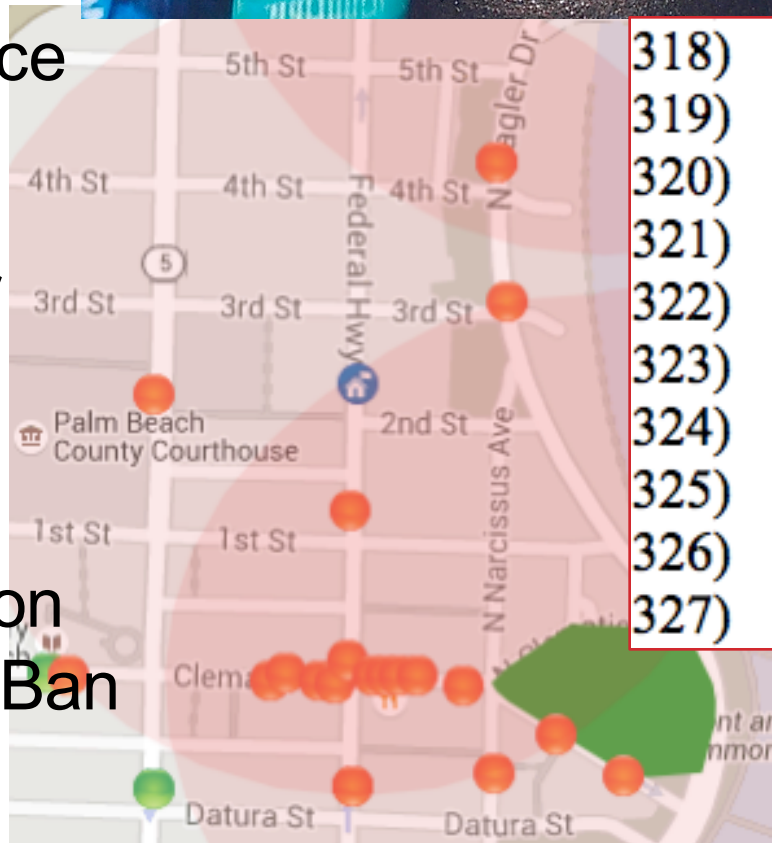
- Minneapolis

Retailer Density + Retailer Buffer Zone

- San Francisco, CA

Multi-Pack Discount/Coupon Redemption Ban + Flavor Ban

- Providence, RI



- 318) WILDBERRY
- 319) WINE
- 320) WINE BERRY
- 321) WINE GRAPE B
- 322) WINE GRAPES
- 323) WINTERGREEN
- 324) WINTERGREEN
- 325) WINTERGREEN
- 326) XOTIC BERRY
- 327) YELLOW CAKE

LOCAL ISTEP SUCCESS

Voluntary Retailer Changes

- <http://bit.ly/1m2fUc6>
- ISTEP Youth completed the [Walking Tobacco Audit](#) from Counter Tobacco
- The group decided they would all write letters to the Dollar General Corporation and ask them to take the sign down, citing examples of how tobacco advertising is aimed at youth and other populations.
- Dollar General Corp responded and took down an exterior tobacco sign!

CHECK IN

Ask questions!

- What questions can I answer?
 - Store Audit Center
 - Store Mapper
 - Data collection and display
 - General troubleshooting
- If you think of a question later, please contact your CHC.

Thank You!

